

Ten Questions to Ask Before Recruiting New Volunteers

1. Why do we need volunteers?
What would happen if we had none at all?
2. What role does our volunteer program play in our overall mission?
Asking this question forces you and your staff to clarify your goals and explain the big picture.
3. Does our staff understand the pivotal role that volunteers play in our efforts?
This question helps your paid staff appreciate the role that volunteers play in achieving your goals.
4. What are the benefits to the individual who volunteers in our organization?
The answer to this question gives you an immediate recruiting and retention tool.
5. Are the placement opportunities for volunteers clearly defined? Do we have clear position descriptions? Are they flexible?
You wouldn't want to show up for a volunteer position and not know what to do.
6. Whom do we want as a volunteer? When do we want them? What recruitment method would be best?
The answers to these three "W's" give you a perfect recruitment strategy.
7. Who will do the recruiting? Are there skilled volunteers who can act as recruiters? Are we utilizing them?
The answer to this question gives you the ability to put your plan into action.
8. Are we prepared to handle the response? Do we know who will interview, screen, place, train, supervise and evaluate our new volunteers? Do we include critical training about a volunteer's safety?
Your game plan must be in place to welcome, utilize and keep volunteer capital safe and viable.
9. What would we do if we had an unlimited supply of skilled volunteers? Would we be ready to take advantage of their special talents? Do we understand how to gather credentialing information about volunteers?
Think about these questions; be ready with your wish list of tasks that need to be covered in all phases of the activity. You may not be able to have a position description for everyone who shows up, but to the extent possible, you should try to be prepared with position descriptions for every skilled volunteer who shows up.
10. Do we need more advice? Should we form an advisory board of experts to advise us about our recruitment program?
Have you contacted the local community colleges and universities, the non-profit organizations in your community to see if there are experts on volunteer management who can volunteer to work with you?

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